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✓
OCT 28 1922

✓
THE YOUNG RAJAH

✓ Photoplay in eight reels

✓ From the play "Amos Judd" by Alethea Luce
and the novel by J. A. Mitchell ✓

Adapted by June Mathis ✓

Directed by Philip Rosen ✓

✓ Author of photoplay (under Sec. 62)
Famous Players Lasky Corporation of the U. S.

Rodolph Valentino's New Picture, "The Young Rajah" Another Paramount Triumph

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OCT 28 1922

RODOLPH VALENTINO, star of "Blood and Sand," a Paramount picture which proved to be the most brilliant success of the decade, has another screen triumph in his latest starring vehicle, "The Young Rajah." The success achieved not only by "Blood and Sand," but by "The Sheik," is bound to be duplicated by "The Young Rajah," which indisputably presents Mr. Valentino in perhaps the greatest characterization ever essayed by that

popular star. The picture, directed by Philip Rosen, the scenes beautifully photographed, the action as rapid as it is dramatic, and a practically all-star supporting cast headed by Wanda Hawley and Charles Ogle, should and doubtless will, win the plaudits of Mr. Valentino's admirers wherever it is displayed.

Production Facts at a Glance

STAR—Rodolph Valentino.
DIRECTOR—Philip Rosen.
AUTHOR—J. A. Mitchell.
DRAMATIST—Alethea Luce, author of play, "Amos Judd."
SCENARIST—June Mathis, who wrote the continuity for "Blood and Sand," "The Four Horsemen of the Apocalypse" and other successes.
SUPPORT—Wanda Hawley, star and Charles Ogle, head the Paramount supporting cast which includes Pat Moore, Fanny Midgely, Robert Ober, Jack Giddings, Edward Jobson, Joseph Swickard, Maude Wayne, William Boyd and other members of the Paramount Stock Company.
CAMERAMAN—James C. Van Trees.
TYPE—Colorful drama, with romance, mystery, suspense and thrills.

Why the Picture is "Different"

The unusualness of the story, which in characterization and setting, is one of extremes, involv-



WANDA HAWLEY
as Molly Cabot in "The Young Rajah," a Paramount Picture.

ing both the simple folk of New England and the Hindu rajah and his retainer, the Hindu priest and other colorful characters of India. By means of visions, the story harks back to Hindu mythology, to show the origin of the gift of Amos Judd, the hero, to look into the future and foretell events.

One of the largest casts ever assembled for a motion picture, involving a wide range of type and talent and including some of the most famous players of the screen.

Big Scenes That Will Delight Fans

The fight between Amos Judd

place, Mr. Valentino is one of the most popular drawing cards of today, whose popularity has jumped by leaps and bounds. "The Sheik" was a money-making picture and this is of the same type of vehicle

strong, noble, manly, athletic, romantic "Amos Judd," who in reality is a Hindu prince, and who at the finish stands ready to give up love to go back to his native land and obey the call of duty and



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RODOLPH VALENTINO
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rescue his people from the rule of a usurper.

All of the costumes worn by Mr. Valentino are beautiful and elaborate. The picture is a combination of the colorful and gorgeous and the extremely simple New England life, the latter feature bringing in the modern twang which will keep the picture out of the purely spectacle class.

Story of Picture Filled with Punch

The residents of Daleford, a small New England town, have often wondered about Amos Judd, a young boy who has been adopted by Joshua and Sarah Judd. The lad is endowed with a strange power of looking into the future. When a small boy, he was brought to the Judd home by two East Indians—one a general, the other a prince, and their introduction was a letter from Morton Judd in India, Joshua's brother. The letter asks that Joshua adopt him and call him Amos Judd. The general and prince leave jewels and money amounting to some \$400,000.

Amos grows up in ignorance as to his parentage and when Joshua dies suddenly, he enters Harvard and becomes very popular, being prominent during the boat race, Harvard winning the event. At the boat race supper, he is insulted by Slade, a fellow student. A fight ensues, and in self-defense, Amos is unwittingly the cause of Slade falling out of the window, and Slade is killed. Slade's friend Bennett is bitter and later Amos and Bennett fall in love with Molly Cabot.

While in India, General Gadi, who had brought Amos to Daleford, goes to seek advice from Narada, a priest in the temple of Krishna. The aged priest tells the general that Amos is the heir to a Rajah's throne and that as long

take him away and they are about to murder him when the priest Narada with General Gadi and his men appear. The priest tells Amos he must return to India and free his people. Amos realizes where his duty lies and goes with them. Molly is heart-broken when she learns of his departure but we see Amos dreaming by the shore of a beautiful lake, and as he looks in the water, he sees the vision of a Hindu wedding. When the bride raises her veil, the face is that of the woman he loves—Molly. And Amos' visions always come true!

Pictorial Value of Big Photoplay

There is much pictorial value in this picture. For instance, the scenes in the Maharajah's palace in India; the vision scenes where Valentino, in the character of Arjuna, the Hindu mythological character and mortal brother of Krishna, clothed in a picturesque

and riding in a chariot, fights the battle against self and triumphs, then is received by Krishna in the chariot in the clouds, who awards him the divine gift of foretelling the future. Judd, as one of the supposed descendants of Arjuna, also possesses this gift. Valentino plays both the characters of Arjuna and Krishna.

Although Valentino dresses as an American except in the finishing scenes of the picture after he has returned to India to drive out the usurper of his throne, the vision scenes and the episode of the reincarnation ball, where he wears a Rajah costume, these three sequences provide plenty of pictorial scenes for the star. In the character of Amos Judd he is the hardy college athlete, the romantic lover and the triumphant fighter. There are also scenes showing his romance with the girl, and the episode of the river boat race between Harvard and Yale, will establish Valentino as an athlete.

Incidents That Will Appeal to Fans

A thrilling boat race. The kidnapping of Amos Judd from the sanitarium by the Hindu emissaries of the scheming Maharajah usurper and his seeming fate—death.

The mental strain suffered by Judd, after foreseeing his death by Hindu assassins, and while waiting for the fateful day.

The decision by Judd to obey the priest, Narada, and return to save his people from the usurper, even though it means leaving the girl of his heart behind him.

The comedy relief is supplied by John Cabot, father of the heroine. Cabot cannot believe Judd's ability to foretell future events and by a series of experiments tests him out with humorous results.

Fox-Trot Song of "The Young Rajah"

A WONDERFUL oriental fox-trot song, entitled, "The Young Rajah," has been written by Aubrey Stauffer, of Los Angeles, Calif., which will be available without copyright restriction to exhibitors who display Mr. Valentino's new Paramount starring vehicle. Mr. Stauffer is author of both the lyric and score. The song is undoubtedly going to rival "The Sheik of Araby" in popularity. Here are the words of the song:

"The Young Rajah"

Besides a crystal pool, that mirrors the night above,
A sad young Rajah stands dreaming of his love,
And then, as though by magic she comes before him there,

Suggestions for Advertising Rodolph Valentino's New Paramount Picture, "The Young Rajah," That Will Prove Valuable to Exhibitors—Facts to Remember in Advertising the Picture.

THERE are several facts about Rodolph Valentino's new Paramount picture which exhibitors should remember in their advertising campaign. This is the first time Mr. Valentino has portrayed the character of an East Indian, in a story with a most unusual angle.

Rodolph Valentino in Fine Character Role

Exhibitors should play up the fact that the public has seen Mr. Valentino as the picturesque gaucho of the South American plains—as a soldier of France—as a popular society idol—as the barbaric Sheik—as the virile American youth and sailor—as the courageous torero—and now they will see him as an East Indian prince.

An East Indian prince, reared amidst the peaceful surroundings of a New England village—sent to a big American university—then returning to take up his duties as a gentleman farmer—only to find himself suddenly thrust from a simple life into glittering palaces and solemn temples of India, teeming with revolt.

Imagine an old New England farmhouse, with priceless gems secreted in every chink and crevice.

Torn from his love by the call of his fathers, Amos Judd sacrifices his happiness to bring peace once more to his native land.

It is a powerful story of two continents, strong in contrasts—with a background of the weird occult power from which India has derived its mystery.

Book Tie-up and Ballyhoo Stunt

"The Young Rajah" is a picturization of the novel "Amos Judd," by John Ames Mitchell. This is a well known book and is surely kept in stock by your local bookseller. If this be so, then you will know what to do in the premises.

A good ballyhoo for this picture would be to have a man dressed as a young Rajah and walking the streets. He would need no announcement to identify him, other than the published notice of the screening of this attraction at your theatre. The costume necessary for the ballyhoo can easily be obtained from a fancy costumer.

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DRAMATIST—Alethea Luce, author of play, "Amos Judd."
SCENARIST—June Mathis, who wrote the continuity for "Blood and Sand," "The Four Horsemen of the Apocalypse" and other successes.
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One of the largest casts ever assembled for a motion picture, involving a wide range of type and talent and including some of the most famous players of the screen.

Big Scenes That Will Delight Fans

The fight between Amos Judd (Valentino) and Horace Bennett, when the latter hits the former with a rock and nearly kills him.

The attack on Amos Judd by the Hindu agents of the Maharajah who come to America to slay the heir to the throne. One Hindu is about to kill Judd when Narada, a priest, General Gadi, and Prince Musnud rescue him.

The exciting boat race between Harvard and Yale, in which Judd wins the race for Harvard.

The fight between Judd and Slade which ends when the latter falls out of the window to his death.

The scenes in India, beautiful in their Oriental settings and of regal splendor.

Why Exhibitors Will Coin Money

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"THE YOUNG RAJAH"

The Cast

Amos Judd
RODOLPH VALENTINO

Molly Cabot... **Wanda Hawley**

Amos Judd (as a boy)... **Pat Moore**

Joshua Judd... **Charles Ogle**

Sarah Judd... **Fanny Midgely**

Horace Bennett, **Robert Ober**

Slade... **Jack Giddings**

John Cabot... **Edward Jobson**

Narada... **Joseph Swickard**

Maharajah, **Bertram Grassby**

Tehjunder Roy

General Gadi... **J. Farrell MacDonald**

Prince Musnud, **George Field**

Miss Van Kovert

Stephen Van Kovert

Dr. Fettiplace... **William Boyd**

Caleb... **Spottiswoode Aitken**

Joseph Harrington

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All of the costumes worn by Mr. Valentino are beautiful and elaborate. The picture is a combination of the colorful and gorgeous and the extremely simple New England life, the latter feature bringing in the modern twang which will keep the picture out of the purely spectacle class.

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While in India, General Gadi, who had brought Amos to Daleford, goes to seek advice from Narada, a priest in the temple of Krishna. The aged priest tells the general that Amos is the heir to a Rajah's throne and that as long as peace reigns he must remain away. But a religious conflict ensues and the throne is usurped. The Maharajah and his councillor plan to kill Amos, when they discover he is alive and in America. They send a delegation to the States to find Amos and put him out of the way.

Amos has succeeded in winning Molly's love and she consents to marry him. Her father is fond of Amos, and Mr. Cabot is greatly interested in the occult powers which Amos possesses. Amos sees in a vision that he is being attacked by East Indians and realizes he will not live to see his wedding day. He confides in Mr. Cabot who is worried. They decide to fight the prophecy and Amos goes to a sanitarium where he is to be kept under guard.

But the East Indians enter and

and riding in a chariot, fights the battle against self and triumphs, then is received by Krishna in the chariot in the clouds, who awards him the divine gift of foretelling the future. Judd, as one of the supposed descendants of Arjuna, also possesses this gift. Valentino plays both the characters of Arjuna and Krishna.

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"The Young Rajah"

Besides a crystal pool, that mirrors the night above,
A sad young Rajah stands dreaming of his love,
And then, as though by magic she comes before him there,
So wondrous sweet and fair, it seems her love song fills the air.
"Ther's a lonely heart is calling, far across the purple sea,
Oh my fascinating Rajah, come back to me.
There is someone who is dreaming of your dark, romantic eyes,
Oh, how she yearns to hear your voice, yearns to see you smile,
Yearns to rest within your arms awhile, for someone loves you,
Someone far across the sea, Oh, my fascinating Rajah,
Come back to me!"

And then the song is hushed, the vision no longer there,
The lovely maid is flown, like a breath of air.
But in the Rajah's heart still lingers her melody.
And filled with ecstasy, a message to his love sends he:
"Ther's a lonely Rajah calling, far across the purple sea,
Oh my fascinating fair one, I'll come to thee!
Ther's a lonely Rajah dreaming of the love-light in your eyes,
For he has found in them his Paradise. Oh how he yearns
To hear your voice, yearns to see your smile,
Yearns to hold you in his arms awhile,
Your Rajah loves you, and is coming o'er the sea,
Oh my fascinating fair one, I'll come to thee!"

Exhibitors may tie up with the music dealers in their respective localities. It will be on sale in all Woolworth stores as well as in music and department stores, so that window displays may be easily obtained. Song tie ups do not usually have the merit of this one for "The Young Rajah" fox trot is destined to make a big hit and sweep the country.

A Herald as Flashy as the Picture

ON the right is reproduced in black and white the front and back covers of the wonderful herald on "The Young Rajah." The original of this herald, which is offered to exhibitors at the very low price of \$3 per thousand, is in five brilliant eye-catching colors. It is four pages in length, each page 3½ by 5½ inches—a size that will fit nicely into regulation envelopes. It is printed upon excellent paper and makes a de luxe appearance in every way. Even if you are not accustomed to using heralds, inspect this one.

A Paramount Picture

(This whole back cover is for your Theatre Name and other matter.)

Rodolph Valentino in "The Young Rajah"

VALENTINO REVEALS HINDU SECRETS

By Melvin M. Riddle

NOTE: Here is a fine special story for your newspapers. It is about the most popular star of the hour, Rodolph Valentino. It ties up closely with your showing of "The Young Rajah."

DID the Hindu god of Love disport himself with seven hundred milkmaids? So goes the legend. And this legend, like many other gems of mythology peculiar to all the ancient nations of the earth, despite their beauty of style and their place in literature, contains this element of the ridiculous.

Likewise, in Greek mythology, we find that Homer describes how Venus, goddess of Love, is guilty of such an infamous and unprincipled act as to pledge to Paris, the handsome young Trojan, the most beautiful woman in the world, despite the fact that that woman was already the wife of Menelaus, a Greek ruler, and then to assist him in the successful consummation of his act of love piracy in spiriting her away and taking her to Troy.

The legends of Hindu theosophy, however, while infinitely rich in beauty and symbolic reference, are not so familiar to students at large as the Greek, Norse and other legends. In fact, Hindu theosophy, on the whole, is generally conceded to be more intricate and complicated.

Valentino Reveals Secrets

Several of these Hindu legends, however, are brought to light in a new Paramount Picture, "The Young Rajah," starring Rodolph Valentino, directed by Philip Rosen and showing at the theatre next This picture is a screen version of the successful novel, "Amos Judd," by John Ames Mitchell and includes in its cast Wanda Hawley, Pat Moore, Charles Ogle, Fanny Midgely, Robert Ober, Jack Giddings, Bertram Grassby, J. Farrell Macdonald, Joseph Swickard, George Periolat, Joseph Harrington, Spottiswoode Aitken and a number of other screen notables.

The legends are introduced in the story to explain the origin of the strange power of the leading character, "Amos Judd" a young Hindu prince who as a child is brought to America to prevent his death at the hands of usurpers. As he grows to manhood, Amos (played by Valentino), so named by his foster parents in whose care he is left, demonstrates the ability to see into the future and correctly prophesy future events in his own life and in the lives of those who surround him or with whom he comes in contact.

Star a Hindu Prince

This young Hindu prince is represented as being the descendant of Arjuna, who was the mortal brother of Krishna, the god of Love mentioned in the first paragraph of this story and the most adored and loved of all the Hindu incarnations of Brahm. Krishna corresponds in Hindu theosophy to the Christ of the Christian religion and, like the Christ, had his mortal kin and was lowly born.

As the legend goes, in the Hindu volume known as the "Bhagavad-Gita," which translated means "The Lord's Song," there came a time in the life of Arjuna, the mortal brother and a warrior, when he must make a great decision. On the one hand were his people, suffering under the yoke of tyranny and oppression crying to him to deliver them and on the other side, lined up against him were the oppressors, who were none other than his father and other brother, a mortal. While the arrows of the enemy flew about the head of Arjuna, who stood invincible in his great chariot on the battle plane, he drew his bow to kill and then hesitated, sickened at the thought of slaying his father and brother.

Then out of the sky came the voice of Krishna, his immortal brother: "Conquer thyself and earthly desire, Oh Arjuna and thou shalt conquer the earth." Steeled by his divine message, Arjuna draws his bow and slays both the oppressors and delivers his people from the yoke. Arjuna drives his chariot to Krishna, who reclines in his vahana in the clouds and Krishna blesses him and as a reward presses his forefinger to the forehead of Arjuna and bestows upon him and all his children the gift of prophecy. Thus, Amos Judd, descendant of Arjuna, is also possessed of that gift.

We may ask, "Is the Hindu theosophy a polytheistic form of worship in that they believe in the existence and power of a number of gods with varying virtues and powers?" To this question there is the explanation that the various gods of the Hindu worship, are supposedly all descendants or incarnations or avatars of the one supreme incomprehensible being, Brahm.

Legends in "The Young Rajah"

In the presentation of the legend of Arjuna and Krishna, as portrayed in the picture, "The Young Rajah," Rodolph Valentino plays both the characters Arjuna and Krishna in the vision scenes, by means of make-up and the camera possibilities of double exposure. In the scenes are many novel and unique settings and lighting effects, especially the scene of Krishna in his vahana in the clouds when he awards the divine gift of prophecy to Arjuna who drives up in his chariot. The chariots were against a background of black velvet and the clouds were made by the use of numerous smoke pots. Mr. Valentino's costumes for these as for all his other scenes in the picture were designed by Winifred Hudnut.

Catchlines for Your Ads or Program

IMAGINE Valentino as a brawny American college athlete—as the sweet heart of Newport's loveliest heiress—as a gorgeous prince of India in jewelled costumes costing thousands of dollars! All in one picture! Then you have an idea of the stupendous size and lavish atmosphere of his latest and greatest—"The Young Rajah."

"The Four Horsemen," "The Sheik," "Blood and Sand"—and now "The Young Rajah," the greatest Valentino triumph of them all!

All the thrills of "Blood and Sand"—and a happy ending.

WINDOW CARD

(Below)



See this beautiful colored Window Card at your Paramount exchange if you can. It will sell itself to you and "The Young Rajah" to your people.

STORIES W

NOTE: The publicity stories in "The Young Rajah"

Great Cast Promise in "The Y

PARAMOUNT has been partly the cast of "The Young Rajah" traction at the the only is the star role assumed tino, who has achieved lately (sational star successes since 1 but the other parts are inter near-stars.

Valentino has the role of a can college hero who is really royal blood. The girl he loves piquant blonde, Wanda Hawl mount player. Miss Hawley w her work recently as the femin Sands." She is a capable acti gaze upon.

Charles Ogle, who shares b Roberts as one of the screen's character actors, has a big par Englander who adopts "Am played by Valentino. Fanny, best known screen "mothers," this picture.

Bertram Grassby, the suave ton's "For the Defense" and o ing an exotic style of "dirty "heavy" role. J. Farrell Mac as Betty Compson's "dad" in "The Bonded Woman," is Gr villainy.

"The Young Ra

For "The Young Rajah," latest picture, which comes to next Paramount h which reaches all-star proport

Wanda Hawley, just complet in George Melford's productio will play Molly Cabot, the Ame Amos Judd (The adopted nam du) falls in love while attendi

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Then out of the sky came the voice of Krishna, his immortal brother: "Conquer thyself and earthly desire, Oh Arjuna and thou shalt conquer the earth." Steeled by his divine message, Arjuna draws his bow and slays both the oppressors and delivers his people from the yoke. Arjuna drives his chariot to Krishna, who reclines in his vahana in the clouds and Krishna blesses him and as a reward presses his forefinger to the forehead of Arjuna and bestows upon him and all his children the gift of prophecy. Thus, Amos Judd, descendant of Arjuna, is also possessed of that gift.

We may ask, "Is the Hindu theosophy a polytheistic form of worship in that they believe in the existence and power of a number of gods with varying virtues and powers?" To this question there is the explanation that the various gods of the Hindu worship, are supposedly all descendants or incarnations or avatars of the one supreme incomprehensible being, Brahm.

Legends in "The Young Rajah"

In the presentation of the legend of Arjuna and Krishna, as portrayed in the picture, "The Young Rajah," Rodolph Valentino plays both the characters Arjuna and Krishna in the vision scenes, by means of make-up and the camera possibilities of double exposure. In the scenes are many novel and unique settings and lighting effects, especially the scene of Krishna in his vahana in the clouds when he awards the divine gift of prophecy to Arjuna who drives up in his chariot. The chariots were against a background of black velvet and the clouds were made by the use of numerous smoke pots. Mr. Valentino's costumes for these as for all his other scenes in the picture were designed by Winifred Hudnut.

Catchlines for Your Ads or Program

IMAGINE Valentino as a brawny American college athlete—as the sweetheart of Newport's loveliest heiress—as a gorgeous prince of India in jewelled costumes costing thousands of dollars! All in one picture! Then you have an idea of the stupendous size and lavish atmosphere of his latest and greatest—"The Young Rajah."

See "The Four Horsemen," "The Sheik," "Blood and Sand"—and now "The Young Rajah," the greatest Valentino triumph of them all!

All the thrills of "Blood and Sand"—and a happy ending.

All the zest and thrills of youthful American love; all the ageless mystery and hot-blooded passion of the Orient.

Rx for a New Thrill—

The Re-incarnation Ball in Rodolph Valentino's gorgeous "The Young Rajah!"

He won an intercollegiate crew race for Harvard—
He won India back for its rightful rulers—
He won the dangerous love of a harem dancing beauty—
He won Newport's most charming heiress—
Rodolph Valentino as "The Young Rajah."

Kings and princes travel round the world to see the spectacular Indian Durbar.

You can see it at the Theatre in "The Young Rajah."
Ten crowded reels of gorgeous entertainment—"The Young Rajah."

The flash of scimitars—the exotic mystery of India—the quaint charm of New England—the enthusiasm of college throngs—the colorful genius and hot-blooded thrill that is Rodolph Valentino. You feel it all in "The Young Rajah."

A teaser suggestion for the personal column of your newspaper:
To Seekers After Truth:

Krishna, the Goddess of Light, will reveal her ageless and marvelous secrets next at the Theatre
Rodolph Valentino
"The Young Rajah"

WINDOW CARD

(Below)



See this beautiful colored Window Card at your Paramount exchange if you can. It will sell itself to you and "The Young Rajah" to your people.

STORIES W

NOTE: The publicity stories in this section are for the use of the public.

Great Cast Promise in "The Young Rajah"

PARAMOUNT has been part of the cast of "The Young Rajah" at the the only is the star role assumed tino, who has achieved lately (sational star successes since 1 but the other parts are inter near-stars.

Valentino has the role of a royal college hero who is really royal blood. The girl he loves is piquant blonde, Wanda Hawley, mount player. Miss Hawley with her work recently as the femin Sands." She is a capable actress gaze upon.

Charles Ogle, who shares the Roberts as one of the screen's character actors, has a big part Englander who adopts "Am played by Valentino. Fanny, best known screen "mothers," this picture.

Bertram Grassby, the suave ton's "For the Defense" and o ing an exotic style of "dirty," "heavy" role. J. Farrell Mac as Betty Compson's "dad" in "The Bonded Woman," is Gr villainy.

"The Young Rajah"

For "The Young Rajah," latest picture, which comes to next Paramount h which reaches all-star proport

Wanda Hawley, just completed in George Melford's production will play Molly Cabot, the Ame Amos Judd (The adopted nam du) falls in love while attendi

Bertram Grassby, character the Hindu heavy in "For the mount picture starring Ethel trays a colorful Hindu villain- usurps the throne. He is assis designs by J. Farrell Macdonal

Joshua and Sarah Judd, the k landers who adopt the boy, are character artists, Charles Ogle. Other important Hindu charac George Periolat, George Field. Amos Judd as a youth is portr



Rodolph Valentino in the Paramount Picture, "The Young Rajah"

Supported by Wanda Hawley.

Production Cut 3P

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